

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
Fax (716) 634-3145

January 27, 1998

RJR Account #160600
Mr. B. Donahue
DONAHUE TOBACCO CO.

FEBRUARY CTS: DORAL BUY 1 CARTON GET 5 PACKS FREE / PROMOTION #800021

Dear Bill:

REVISED LETTER (REPLACES LETTER DATED 1/16/98)

DORAL *Gratis* product (6M), and matching *Live* product (12M), has been ordered, along with 15-Pack Carton Kits, Item #536813, and P.O.S. Kits, Item #536822 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits.

PO #020498

<u>DORAL BRAND STYLES</u>	<u>#/ (6M) GRATIS Cases</u>	<u>GRATIS UPC Code</u>	<u>#/ (12M) LIVE Cases</u>	<u>LIVE UPC Code</u>
<i>Light</i>	<u>3</u>	12300-21861	<u>3</u>	12300-15112
<i>Lt 100</i>	<u>6</u>	12300-24987	<u>6</u>	12300-15212
<i>Men Lt 100</i>	<u>3</u>	12300-24990	<u>3</u>	12300-15812
<i>FF</i>	<u>3</u>	12300-21859	<u>3</u>	12300-16612
<i>FF 100</i>	<u>6</u>	12300-24988	<u>6</u>	12300-15312
<i>Ult Lt 100</i>	<u>3</u>	12300-24991	<u>3</u>	12300-16712

15-Pack Carton Kits (Item #536813)

SKU CUBE: 1.8512
SKU WT (w/o Product): 4.4800 lbs
Retail Sales Offer per Sku: 20 units

Billing per Sku: 20 Savings Cartons

Product / Display Arrival: **February 4, 1998**

Ship Date to Retail: **Week of: February 16, 1998**

EFT \$ Amount: **\$14,719.88**

51845 7728

BCTNG5F
DONAHUE TOBACCO CO.

Promotion Description:

Each Doral *gratis* case contains 60 five-pack offers. Place one live Doral carton into the promotional 15-pack carton and place one five-pack gratis offer into the 15 pack carton to complete the offer. Special complimentary tear-tape is on all *gratis* packs. Close and tape the display case.

Display Load: Twenty 15-Pack Cartons Per Display; ensure brand mix.
Brand Styles: Doral Lt / Lt 100 / Lt Men 100 / FF / FF 100 / Ult Lt 100

SHIP ONE P.O.S. KIT (ITEM #536822) TO EACH RETAILER LISTED.
SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$9.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to \$216.00 (24 (12M) case(s) @ \$9.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162302

L. E. MacWilliams

Enclosure: Customer List
Wholesalers Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

D-BCTNG5.DOC

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PROMOTION #800021: DORAL BUY 1 CARTON GET 5 PACKS															
CUSTOMER LIST															
REFER TO 'WHOLESALER PACKING INSTRUCTIONS' FOR DISPLAY SET-UP															
ONE 15-CARTON KIT (ITEM #536813) = TWENTY 15-PACK CARTONS PER SKU.															
SHIP ONE P.O.S. KIT (ITEM #536822) TO EACH ACCOUNT LISTED.															
BRAND LOAD PER DISPLAY:															
ONE EACH (15-PACK CARTONS): DORAL LT/ LT MEN 100 / FF / ULT LT 100															
THREE EACH (15-PK CARTONS) DORAL LT 100/ FF 100															
# CARTONS PER STYLE															
D O R A L															
LT LT LT FF FF ULT															
100 MN 100 LT															
VAP SIS# NAME VAP DIRECT ACCT DIR ACCT SUPPLIER															
SR TER	SIS#	FULL NAME	ADDRESS	CITY	STATE	GRATIS	LT	LT	LT	FF	FF	ULT			
						LIVE	20	40	20	20	40	20			
162302	177009	JACOB & TONEYS IGA	157 MAIN ST	WARRENSBURG	NY	GRATIS	10	20	10	10	20	10	160600	DONAHUE TOBACCO CO	
						LIVE	20	40	20	20	40	20			
162302	177011	BOB'S VARIETY	47 SOUTH STREET	GLENS FALLS	NY	GRATIS	10	20	10	10	20	10	160600	DONAHUE TOBACCO CO	
						LIVE	20	40	20	20	40	20			
162302	566184	MINOQUE'S BEVERAGE	AVIATION ROAD	QUEENSBURY	NY	GRATIS	20	40	20	20	40	20	160600	DONAHUE TOBACCO CO	
						LIVE	40	80	40	40	80	40			
162302	566187	MINOQUE'S BEVERAGE	16 WEST AVE	SARATOGA SPRING	NY	GRATIS	20	40	20	20	40	20	160600	DONAHUE TOBACCO CO	
						LIVE	40	80	40	40	80	40			
162302	566189	MINOQUE'S BEVERAGE	ROUTE 9	WILTON	NY	GRATIS	20	40	20	20	40	20	160600	DONAHUE TOBACCO CO	
						LIVE	40	80	40	40	80	40			
162304	713344	WASH N DRY LAUNDRY	92 MAIN ST	CORINTH	NY	GRATIS	10	20	10	10	20	10	160600	DONAHUE TOBACCO CO	
						LIVE	20	40	20	20	40	20			
							3	6	3	3	6	3	Number of Gratis / Live Cases Each		
							72	15-CARTON KITS, ITEM #536813							
							6	P.O.S. KIT, ITEM #536822							

WHOLESALE PACKING INSTRUCTIONS

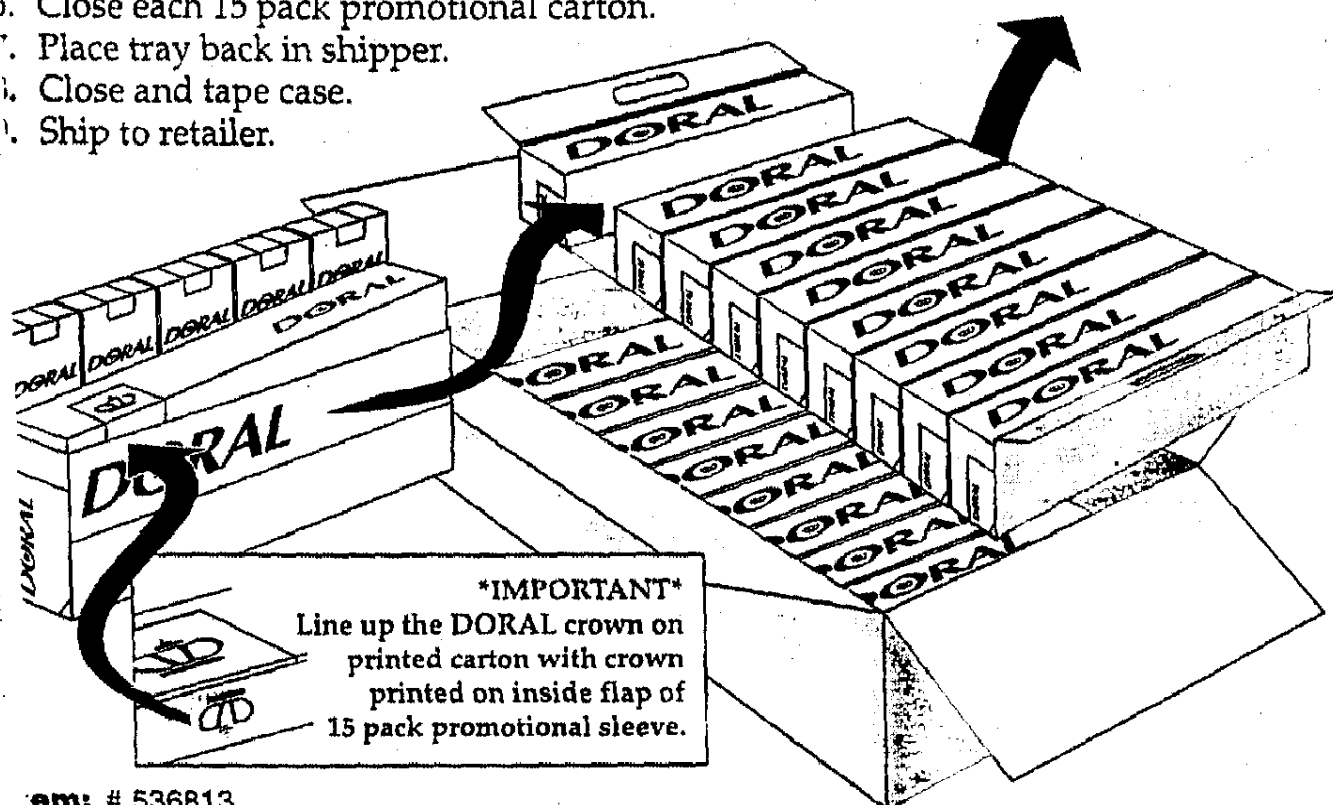
VALUE ADDED PROMOTIONS

1ST QTR. '98

February DORAL Buy 1 Carton Get 5 Packs Free

STEPS

1. Open DORAL Buy 1 Carton Get 5 Free shipping case which holds 20 offers.
2. Remove Top tray which holds 10 offers-set aside.
3. Load 1 "Live" carton of DORAL product and 5 gratis packs into each promotional sleeve on bottom level of promotional shipper (10 offers). Gratis product is in white cartons.
4. Close each 15 pack promotional carton.
5. Load 1 "Live" carton of DORAL product and 5 gratis packs into each promotional sleeve on top shelf of promotional shipper (10 offers). Gratis product is in white cartons.
6. Close each 15 pack promotional carton.
7. Place tray back in shipper.
8. Close and tape case.
9. Ship to retailer.



em: # 536813

escription: DORAL Buy 1 Carton Get 5 Packs Free CTS Carton kit

Brand Style	LT	LT 100	LT MEN 100	FF	FF 100	ULT LT 100
Number of Cartons	Cause Brand mix in Display					

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SHACCO CO.

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January 16, 1998

RJR Account #160600
Mr. B. Donahue
DONAHUE TOBACCO CO.

FEBRUARY CTS: DORAL BUY 1 CARTON GET 5 PACKS FREE / PROMOTION #800021

Dear Bill:

DORAL *Gratis* product (6M), and matching *Live* product (12M), has been ordered, along with 15-Pack Carton Kits, Item #536813, and P.O.S. Kits, Item #536822 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits.

PO #020498

DORAL BRAND STYLES	#/ (6M) GRATIS Cases	GRATIS UPC Code	#/ (12M) LIVE Cases	LIVE UPC Code
Light	X 3	12300-21861	X 3	12300-15112
Lt 100	X 6	12300-24987	X 6	12300-15212
Men Lt 100	X 3	12300-24990	X 3	12300-15812
FF	X 3	12300-21859	X 3	12300-16612
FF 100	X 6	12300-24988	X 6	12300-15312
Ult Lt 100	X 3	12300-24991	X 3	12300-16712

15-Pack Carton Kits (Item #536813)

SKU CUBE: 1.8512
SKU WT (w/o Product): 4.4800 lbs
Retail Sales Offer per Sku: 20 units

Billing per Sku: 20 Savings Cartons

Product / Display Arrival: February 4, 1998
Ship Date to Retail: Week of: February 16, 1998

EFT \$ Amount: ~~\$19,165.36~~
\$14,719.88

51845 7732

BCTNG5F
DONAHUE TOBACCO CO.

Promotion Description:

Each Doral *gratis* case contains 60 five-pack offers. Place one live Doral carton into the promotional 15-pack carton and place one five-pack *gratis* offer into the 15 pack carton to complete the offer. Special complimentary tear-tape is on all *gratis* packs. Close and tape the display case.

Display Load: Twenty 15-Pack Cartons Per Display; ensure brand mix.

Brand Styles: Doral Lt / Lt 100 / Lt Men 100 / FF / FF 100 / Ult Lt 100

SHIP ONE P.O.S. KIT (ITEM #536822) TO EACH RETAILER LISTED.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$9.00 per **live 12M** case for all product packed and shipped to retail on a timely basis. This equates to **\$288.00 (32 (12M) case(s) @ \$9.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162302

L. E. MacWilliams

Enclosure: Customer List
Wholesalers Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

D-BCTNG5.DOC

51845 7733

PROMOTION #800021: DORAL BUY 1 CARTON GET 5 PACKS**CUSTOMER LIST**

REFER TO 'WHOLESALE PACKING INSTRUCTIONS' FOR DISPLAY SET-UP

ONE 15-CARTON KIT (ITEM #536813) = TWENTY 15-PACK CARTONS PER SKU.

SHIP ONE P.O.S. KIT (ITEM #536822) TO EACH ACCOUNT LISTED.

BRAND LOAD PER DISPLAY:

ONE EACH (15-PACK CARTONS): DORAL LT / LT MEN 100 / FF / ULT LT 100

THREE EACH (15-PK CARTONS) DORAL LT 100 / FF 100

CARTONS PER STYLE
D O R A L

SR TER	SIS#	FULL NAME	ADDRESS	CITY	STATE		LT 100	LT 100	LT MN 100	FF 100	FF 100	ULT LT 100	VAP SIS#	VAP DIRECT ACCT NAME	DIR ACCT SUPPLIER #
162302	177009	JACOB & TONEYS IGA	157 MAIN ST	WARRENSBURG	NY	GRATIS LIVE	10 20	20 40	10 20	10 20	20 40	10 20	160600	DONAHUE TOBACCO CO	
162302	177011	BOB'S VARIETY	47 SOUTH STREET	GLENS FALLS	NY	GRATIS LIVE	10 20	20 40	10 20	10 20	20 40	10 20	160600	DONAHUE TOBACCO CO	
162302	566184	MINOQUE'S BEVERAGE	AVIATION ROAD	QUEENSBURY	NY	GRATIS LIVE	20 40	40 80	20 40	20 40	40 80	20 40	160600	DONAHUE TOBACCO CO	
162302	566187	MINOQUE'S BEVERAGE	16 WEST AVE	SARATOGA SPRING	NY	GRATIS LIVE	20 40	40 80	20 40	20 40	40 80	20 40	160600	DONAHUE TOBACCO CO	
162302	566189	MINOQUE'S BEVERAGE	ROUTE 9	WILTON	NY	GRATIS LIVE	20 40	40 80	20 40	20 40	40 80	20 40	160600	DONAHUE TOBACCO CO	
162304	713344	WASH N DRY LAUNDRY	92 MAIN ST	CORINTH	NY	GRATIS LIVE	10 20	20 40	10 20	10 20	20 40	10 20	160600	DONAHUE TOBACCO CO	
112208	408128	CENTER ST TBAACO	ROUTE 101	RAYMOND	NH	GRATIS LIVE	10 20	20 40	10 20	10 20	20 40	10 20	160600	DONAHUE TOBACCO CO	
112208	225118	WAGON WHEEL CONV	ROUTE 11	FARMINGTON	NH	GRATIS LIVE	10 20	20 40	10 20	10 20	20 40	10 20	160600	DONAHUE TOBACCO CO	
112204	579113	DISC BEV & CIGARETTE	ROUTE 302	N CONWAY	NH	GRATIS LIVE	10 20	20 40	10 20	10 20	20 40	10 20	160600	DONAHUE TOBACCO CO	
							4	8	4	4	8	4	Number of Gratis / Live Cases Each		

96 15-CARTON KITS, ITEM #536813

9 P.O.S. KIT, ITEM #536822

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